

## CLAIMS

Claim 1. Visually-dynamic pixelated-image displaying apparel comprised of at least one flexible lightweight pixelated material having a contiguous imaging surface comprised of a multitude of pixels;

said at least one flexible pixelated material having electronic coupling means with at least one image-playback / image-control apparatus equipped to playback, control and display imagery according to the size and the shape of said at least one pixelated material;

said apparatus comprising:

- at least one control circuit,
- at least one intelligent controller,
- an electronic power source,
- at least one input/output interface means to receive and send digital media content,
- at least one digital media content playback means,
- a user interface means for a user to communicate with said apparatus and to control the playback of at least one source of digital media content, and
- intelligent controller software responsive to user input from said user interface means.

Claim 2. The visually-dynamic pixelated-image displaying apparel of claim 1 comprised of a plurality of flexible lightweight pixelated material segments wherein at least one portion of a perimeter edge of one of said pixelated material segments is adjoined to at least one portion of a perimeter edge of another of said segments by suitable apparel segment attachment means.

1 Claim 3. The apparel segment attachment means of claim 2 consisting of at least one heat-sealed  
2 joint.

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4 Claim 4. The apparel segment attachment means of claim 2 consisting of at least one joint having  
5 at least one sonic-weld.

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7 Claim 5. The apparel segment attachment means of claim 2 consisting of at least one glued joint.

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9 Claim 6. The apparel segment attachment means of claim 2 consisting of at least one adhesive  
10 joint.

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12 Claim 7. The apparel segment attachment means of claim 2 consisting of at least one joint having  
13 at least one hook-and-loop fastener.

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15 Claim 8. The apparel segment attachment means of claim 2 consisting of at least one joint having  
16 at least button that is operative in a button hole.

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18 Claim 9. The apparel segment attachment means of claim 2 consisting of at least one joint having  
19 at least one snap.

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21 Claim 10. The apparel segment attachment means of claim 2 consisting of at least one stapled  
22 joint.

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24 Claim 11. The apparel segment attachment means of claim 2 consisting of at least one riveted  
25 joint.

1 Claim 12. The apparel segment attachment means of claim 2 consisting of at least one joint  
2 having at least one zipper.  
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4 Claim 13. The apparel segment attachment means of claim 2 consisting of at least one stapled  
5 joint.  
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7 Claim 14. The apparel segment attachment means of claim 2 consisting of at least one joint  
8 having at least one hook.  
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10 Claim 15. The apparel segment attachment means of claim 2 consisting of at least one joint  
11 having at least one tongue-in-groove fastener.  
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13 Claim 16. The apparel segment attachment means of claim 2 consisting of at least one joint  
14 having at least one stitched seam.  
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16 Claim 17. The apparel segment attachment means of claim 2 consisting of at least one joint  
17 having at least one sewed seam.  
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19 Claim 18. The apparel segment attachment means of claim 2 consisting of at least one joint  
20 having at least one knotted seams.  
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22 Claim 19. The one input/output interface means of claim 1 further comprising at least one port  
23 suitable for optical data communication.  
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25 Claim 20. The one input/output interface means of claim 1 further comprising at least one port  
26 suitable for digital data communication.

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2 Claim 21. The source of digital media content of claim 1 wherein said source is derived from at  
3 least one pre-recorded material playback device and said device electronically communicates  
4 with said apparatus.  
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6 Claim 22. The content of claim 21 consisting of at least one video game that is responsive to user  
7 input from a user interface.  
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9 Claim 23. The content of claim 21 consisting of at least one advertisement.  
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11 Claim 24. The content of claim 21 consisting of at least one promotional message.  
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13 Claim 25. The source of digital media content of claim 1 wherein said source is a live wireless  
14 transmission and is wirelessly received by said apparatus.  
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16 Claim 26. The visually-dynamic pixelated-image displaying apparel of claim 1 comprised of a  
17 plurality of flexible lightweight pixelated material segments wherein at least one portion of one  
18 of said pixelated material segments is adjoined to at least one portion of a another of said  
19 segments by suitable apparel segment electronic coupling means.  
20 comprised of pre-recorded material.  
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22 Claim 27. The user interface means of claim 1 wherein said interface is accessible to a user from  
23 at least one surface area of said apparel.  
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25 Claim 28. The user interface means of claim 1 wherein said interface is substantially housed in a  
26 compact enclosure and accessible to a user near at least one surface area of said apparel.

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